Table of Contents

	<u>Page</u>
Acknowledgments	ii
Table of Contents	. iii
List of Figures	vi
A Word from the Commissioner	X
Executive Summary	. 1
Introduction	4
How to Read this Report	7
Results	8
Section 1.Tobacco Prevalence: Cigarette Use	8
-Lifetime, Current, Frequent, Indicators of Tobacco	
Dependence	9
STRATEGIES FOR REDUCING CIGARETTE USE BASED	
ON CDC BEST PRACTICES	18
Section 2. Tobacco Prevalence: Smokeless Tobacco Use	19
-Lifetime, Current	. 20
STRATEGIES FOR REDUCING SMOKELESS TOBACCO	
USE (SLT) BASED ON CDC BEST PRACTICES	23
Section 3. Tobacco Prevalence: Cigar and Other Tobacco Use	24
Cigar Use-Lifetime, Current	25
STRATEGIES FOR REDUCING CIGAR USE BASED ON	
CDC BEST PRACTICES	28

Bidis or Kreteks Use-Lifetime	29
Any Tobacco Use-Current, Frequent, Age of Onset	30
Trends in Tobacco Use	32
Section 4. Secondhand Smoke Exposure	35
STRATEGIES FOR ELIMINATING EXPOSURE TO SECONDHAND	
SMOKE BASED ON CDC BEST PRACTICES	39
Section 5. Tobacco Cessation	40
STRATEGIES FOR PROMOTING TOBACCO CESSATION BASED ON	
CDC BEST PRACTICES	. 44
Section 6. Tobacco Advertising	45
STRATEGIES FOR PROMOTING COUNTER ADVERTISING BASED	
ON CDC BEST PRACTICES	. 54
Section 7. Access to Tobacco Products	. 55
STATEGIES FOR REDUCING ACCESS TO TOBACCO PRODUCTS	
BASED ON CDC BEST PRACTICES	59
Section 8. Schools and Tobacco Use	60
Section 9. Attitudes Toward Tobacco Use	63
STRATEGIES FOR CHANGING ATTITUDES TOWARD TOBACCO US	E
BASED ON CDC BEST PRACTICES	68
Section 10. Social Influences	69
STRATEGIES FOR REDUCING SOCIAL INFLUENCES TO USE	
TOBACCO BASED ON CDC BEST PRACTICES	73

Section 11. APPENDIX	74
Statistical Summary Tables	75
Technical Notes	77
References	79
Healthy Kentuckians 2010 Tobacco Use Objectives	82

List of Figures

	Page
	Tobacco Prevalence
Cigarette Us	se
Figure 1	Current cigarette use and 2010 target
Figure 2.	Lifetime cigarette use by gender
Figure 3.	Current cigarette use by gender
Figure 4.	Current cigarette use by ethnicity
Figure 5.	Current cigarette use by grade level
Figure 6.	Frequent cigarette use by gender
Figure 7.	Frequent cigarette use by ethnicity
Figure 8.	Frequent cigarette use by grade
Figure 9.	Lifetime smokers who smoked 100+ cigarettes by gender
Figure 10.	Current smokers who feel like they need a cigarette every day
Smokeless T	'obacco Use
Figure 11.	Current smokeless tobacco use and 2010 target
Figure 12.	Lifetime use of smokeless tobacco by gender
Figure 13.	Current smokeless tobacco use by gender
Figure 14.	Current smokeless tobacco use by grade
Cigar Use	
Figure 15.	Lifetime use of cigars by gender25
Figure 16.	Current cigar use by gender26
Figure 17.	Current cigar use by grade
Bidis or Kre	eteks Use
Figure 18.	Lifetime use of bidis or kreteks by gender29
Any Tobacc	o Use
Figure 19.	Current use of any tobacco product by grade
Figure 20.	Lifetime tobacco users who smoked first whole cigarette,
	used first smokeless tobacco, or smoked first cigar before
	age 1131

obacco Use	
Progress in current smoking among high school students	
	32
•	
	33
Progress in current smokeless tobacco use among high school	
students by gender, 1997 –2000	34
Secondhand Smoke Exposure	
Current tobacco users and never smokers exposure to	
	36
	2=
	37
	20
with smoker on 1+ days during the past / days	38
Tobacco Cessation	
Current smokers who tried to quit smoking during	4.1
	42
	4.0
program to quit using tobacco	43
Tobacco Advertising	
Current tobacco users and nonsmokers who watch TV or movies who see actors using tobacco most or	
<u> </u>	46
•	47
	48
	49
school smokers	50
	Progress in current smoking among high school students by gender, 1997 – 2000

Figure 35.	Usual cigarette brand smoked in past 30 days, high school smokers	51
Figure 36.	Cigarette brand of choice among White high school	31
C	smokers	52
Figure 37.	Cigarette brand of choice among African American high school smokers	
Figure 38.	Students who participated in a community event to	32
rigure 30.	discourage tobacco use by gender	53
	Access to Tobacco Products	
Figure 39.	Current youth smokers refused purchase of cigarettes	
	due to age during past 30 days	56
Figure 40.	Current smokers under age 18 who bought their last pack of cigarettes in a convenience store during the	
	past 30 days	57
Figure 41.	How middle school smokers obtained their cigarettes during	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
8	the past 30 days	58
Figure 42.	How high school smokers obtained their cigarettes	
C	during the past 30 days	58
	Schools and Tobacco Use	
Figure 43.	Students who smoked cigarettes on school property during	
Figure 44.	the past 30 days	61
C	gender	62
	Attitudes Toward Tobacco Use	
Figure 45.	Current and never smokers who think nicotine is	
	addictive just like cocaine/heroin	64
Figure 46.	Current tobacco users and never smokers who think	
	secondhand smoke is harmful	65
Figure 47.	Current smokers and never smokers who think smokers	
	have more friends	66
Figure 48.	Current smokers and never smokers who think smoking	
	makes young people look cool or fit in	67

Social Influences

Figure 49.	Students with one or more smokers or SLT users among	
	their four closest friends	70
Figure 50.	Never smokers who are susceptible to start smoking	71
Figure 51.	Current smokers and never smokers who have been told	
	by at least one parent or guardian about the dangers of	
	tobacco use	72